

EXPORT TIPS: CANADA

1) Have you prepared an Export Checklist?

Prior to exporting, it is very important that you prepare an export checklist and understand what is required of you - each step of the way - during the exporting process. To learn more, check out: www.exportcanada.com or www.bdc.ca.

2) Use all resources available to verify the references of prospective customers.

Using other Canadian exporters, commercial banks, people in the industry, or your Canadian Trade Commissioner, a few things to check include verifying the prospect's credit rating and talking to other exporters who have had dealings with the prospect. For more information, visit: www.exportcanada.com.

3) Are you dealing with a Letter of Credit?

When agreeing to a Letter of Credit, it is very important that everyone understands the importance of this document – it affects everything from receipt of payment to shipping documents. To make sure you know what to look out for, go to www.exportcanada.com for more information.

4) What documentation is required for exporting your product?

Exported products are frequently delayed at customs and border crossings due to the lack of appropriate paperwork. A qualified customs broker can assist you in avoiding the pitfalls of inadequate documentation. Do you know what documentation is required for your exports? Learn more at: www.livingstonintl.com.

5) Choosing a freight forwarder.

When selecting a freight forwarder, an exporter should verify that the company in question is a member of the Canadian International Freight Forwarders Association (CIFFA), which is a member of the International Federation of Freight Forwarders Association (FIATA). What does that mean for you? Visit www.ciffa.com to find out more.

6) Prepare for regulations regarding the packaging and shipping of your exported product.

Are you aware that numerous countries have strict regulations and guidelines as to the type of wooden pallets that are able to enter their countries? Do your shipping pallets meet your

exporting country's criteria? To find out what requirements you need to satisfy, visit the following website: <http://www.inspection.gc.ca/english/directory/offbure.shtml>.